

Meals and Soups in Morocco

Market Direction | 2022-11-04 | 22 pages | Euromonitor

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Report description:

Retail volume growth in meals and soup will slow in 2022, mainly due to the economic downturn which is forcing many Moroccans to economise. Ready meals are generally regarded as an unnecessary luxury in the country and has therefore been one category in which consumers have limited their spending. Moreover, ready meals appeals mostly to expatriates, with native Muslim Moroccans often being suspicious about the Halal credentials of meat-based ready meal products. The same applies to soup, with lo...

Euromonitor International's Meals and Soups in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Meals and Soups market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Economic downturn damages volume sales in ready meals and soup and limits investment in new product development

Frozen ready meals see strongest performance to drive overall value sales growth

Sales of soup remain small, seasonal and limited to upper-income consumers

PROSPECTS AND OPPORTUNITIES

Low disposable incomes will continue to restrict category sales prospects

Manufacturers need to invest in marketing to convince consumers that packaged soup is a convenient and healthy meal solution

Low customer awareness and price hinder the growth of ready meals

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